

## Media Monitoring Report – Metal Release

Social and Traditional Media

February 26, 2016

Good Morning –

This is a situation specific media monitoring report relating to the Portland metals release. This report contains both traditional and social media sources.

Danielle on behalf of the HSPR Team

### Traditional Media

#### Political

- [How Bullseye Glass sought a key air pollution exemption -- and won](#) (Oregon Live)

#### Health

- [Portland's toxic air: Parents test 17-month-old, confused by results](#) (The Oregonian)
- [Portland's toxic air: Will young family have to leave home?](#) (The Oregonian)
- [Portland's toxic air: Longtime family worries but hopes for best](#) (The Oregonian)

#### Environment

- [Could Portland's bad air blow this way?](#) (The Columbian)

#### Opinion

- [State environmental agency has failed to safeguard Portland's air](#) (OPINION) (Oregon Live)

#### Related topics

- [Aircraft Engine Repair Station Employees Exposed to Hexavalent Chromium Hazards: OSHA](#) (Occupational Health & Safety)

### Social Media

#### Online Groups – What they are discussing within the last 24 hours

- [Neighbors for Clean Air Facebook](#).
  - Comments:
    - [Tell Oregon Legislature: Don't throw good money into bad system!](#)
    - [Call @Governor Kate Brown - No more investment in a failed system!](#)
    - Some history on Oregon DEQ's policy of protecting polluters: "essentially they'd be asking EPA to break a national law to benefit the worst mercury polluter in the entire country, and to allow it to emit more than other

cement kilns," said James Pew, an attorney at Earthjustice who filed the suit that brought about the new rules. Link to 2009 Oregonian article:

[DEQ to help polluter seek federal break on mercury emission](#)

- The details of the Oregon Legislative budget for DEQ are less satisfying than the original splash of \$2.5M. It carves out a 12 person program to deal with 3 toxics! There is nothing that says the agency will deal with the diesel pollution that it knows is - by a far margin - the most deadly toxic in our air. Why do we keep throwing good public funds at a broken system? (You are able to expand the image to read it.)

The Subcommittee approved a \$2,500,000 General Fund appropriation to expand the Department's current Oregon Air Toxics Program. This will allow the immediate focus of increased air toxics monitoring efforts on cadmium, arsenic, and chromium hotspots in Portland, as well as, expand air toxics monitoring across the state. In addition, the increased funding will allow DEQ to develop a risk-based approach to air permitting for industrial sources through rulemaking. Over time this will allow DEQ to modify existing air permits to be risk-based. The air toxics monitoring funded through this appropriation uses moss collection and analysis to map pollution levels in Portland communities and develop maps of hot spots. This funding will allow the Department to purchase and set up two additional full air toxics monitoring stations that can be directed at areas with high levels of air toxics that are identified. A Natural Resources Specialist 3 position, three Natural Resources Specialist 2 positions, a Chemist 2 position, and a Chemist 3 position are added as permanent positions for the monitoring and analysis work. DEQ will also use the funding to develop, through rulemaking, an Oregon specific air toxics program that ensures industrial hotspots are sufficiently controlled. During this process, discussions with local governments about their potential roles and involvement, either formally or informally, may occur. To work on this part of the program, six permanent positions were added (Principal Executive Manager E, Program Analyst 3, Natural Resources Specialist 4, Natural Resources Specialist 3, Operations and Policy Analyst 1, and Public Affairs Specialist 2). In all, 12 permanent positions (7.00 FTE) were added, with total Personal Services costs of \$1,266,789, Services and Supplies costs, including Professional Services, of \$883,211 and \$350,000 in Capital Outlay for monitoring equipment. This program is estimated to have a 2017-19 roll-up cost of \$3,626,239 General Fund.

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- [Eastside Portland Air Coalition \(A.K.A Inner SE/NE Air Quality\) Facebook](#)
  - **Note: There is more conversation on the Fb page than what is listed here.**
  - **Comments:**
    - Mark Coleman photography: Feel free to share! I am working on a series of images telling our story and featuring neighbors telling our stories. Please PM me if you would like to participate. Could really use parents, families, kids, gardeners, people with health issues, etc.!

**Ex. 6 - Personal Privacy**

- Just rec'd the first of what will be multiple invoices for lab work for my 4 year old... And the day after receiving his high cadmium and elevated lead results -- just to rub a pile of salt all up in that wound. And, bonus! Insurance is not covering a dime. We have yet to test our infant, our soil, or ourselves-husband and I. Betcha we break 2 g's before this is said and done. This just gets awesomer and awesomer, you guys. Who needs a family vacation when you can have all kinds of lab work and heavy metals poisoning, RIGHT?

Charges	Insurance	Patient	Insurance	Balance	Balance
201.00					
201.00	0.00	0.00	0.00	201.00	201.00
<b>Balance Due</b>					<b>201.00</b>

ent. Include the Guarantor Account ID on the memo line of your check.

[www.ProvidenceOregon.org/paymybill](http://www.ProvidenceOregon.org/paymybill)

**To Pay By Phone: Call Customer Service**  
 Checks - Make Payable Providence Health & Services  
 Check any that apply and complete information on reverse.

☐ Address Change

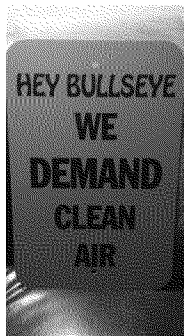
- Now the journalism is getting real. Link to [Oregonian article](#) above.
- Note that in addition to the great reporting it has been doing on Bullseye, [The Oregonian](#) also placed the result of its Bullseye file/communications record request online- something many of us have been pressing DEQ to do for weeks. Thank you [Referencing this letter from Bullseye Glass from 2008](#).

Let's pull back the curtain in The Greenest City, who really is DEQ? mentioned last night these five Governor appointed members who make the rules for DEQ. If DEQ is going to change, this is the level at which it needs to happen. While I would like local control of air quality in Portland, I don't want to lose site of our other Oregonians. People have been contacting this page from different cities with the same air quality problems. We need a complete government overhaul, not just throwing money at a corrupt system. The latest news from the Oregonian shows how endemic this corruption is, and this group is where that begins. Hello, Oz.

- I count 27 leadership employees on deq's org chart with 3 vacant positons estimating 2.5M annual for salary and benefits just for this group. Are they earning their keep making us safe?
- How's everyone doing tonight? This is where it gets hard... The adrenaline starts to calm and we realize that we're all still breathing toxics. Test results are coming back, and they are scary. We are seeing that we have already made some immediate impacts at the local, state and federal level, but we realize that we have far to go. We've accomplished a lot together and we will do much more! And we've done it by supporting one another. So: how are you tonight? What do you need from your neighbors? What are the next steps you want to see?
- It is shocking to discover but more and more clear everyday: Oregon is the most pollution friendly place in America. This article lays it out perfectly: we are home to the nation's the worst mercury polluting cement kiln and our DEQ actively fought the EPA to keep it that way! This Kansas owned company says "we locate plants where the limestone is" but that is clearly not true. The worst kiln in America is located in Oregon because of the Oregon DEQ!! It seems we have just about the worst (for human

beings and the environment) DEQ imaginable. Ex. 6 - Personal Privacy writes:  
"All except two of the country's cement kilns use limestone with a mercury content of less than 200 parts per billion, according to the EPA. The limestone at Durkee shows levels of the toxin ranging from 450 to 2,700 parts per billion, according to the company. The next-closest plant, in California, uses limestone with an average mercury content of about half that. Link to 2009 Oregonian article: [DEQ to help polluter seek federal break on mercury emission](#)

- Folks - I have outlined some specific problems with the details of the DEQ budget proposal that is flying through the final hours of the 2016 session in Salem. People need to call their legislators and Governor TODAY to identify these problems. Let's make sure DEQ isn't allowed to address this crisis with the same old practices that created it!
- I was excited to find this when I came home today! Where did it come from?



- [South Portland Air Quality](#) Facebook

- **Comments:**

- So my husband spoke to Milwaukie Mayor Mark Gamba today. He's apparently a pretty progressive guy (former natgeo photographer). He strongly encouraged residents to come to the city council meeting this coming Tuesday, March 1 (it's in the city hall council chambers at 6pm) to voice questions and concerns about air pollution/air quality. It sounds like he wants to advocate on behalf of us but needs our voices at these city council meetings.

- [AirAdvocacy](#) Facebook

- **Comments:**

- Ex. 6 - Personal Privacy testifies in Salem <https://youtu.be/tZ8JYHeZ1Gg>
    - A neighbor's outdoor wood boiler turns into a nightmare for Ex. 6 - Personal Privacy Ex. 6 - Personal Privacy She wins a big victory in the Court of Appeals – it's a victory for everyone who wants to breathe clean air. [Link](#).

## Hashtags

- It does not yet appear that any one hashtag has been adopted for this issue.
  - Eastside Portland Air Coalition group is discussing the following options:
    - [#airmatters](#)

- [#EPAC2016](#)
- [#EPAC](#)
- [#breathclean](#)
- [#cleanairpdx](#)
- [#cleanairmatters](#)
- [#filtrateorvacate](#)
- [#bagthatstack](#)